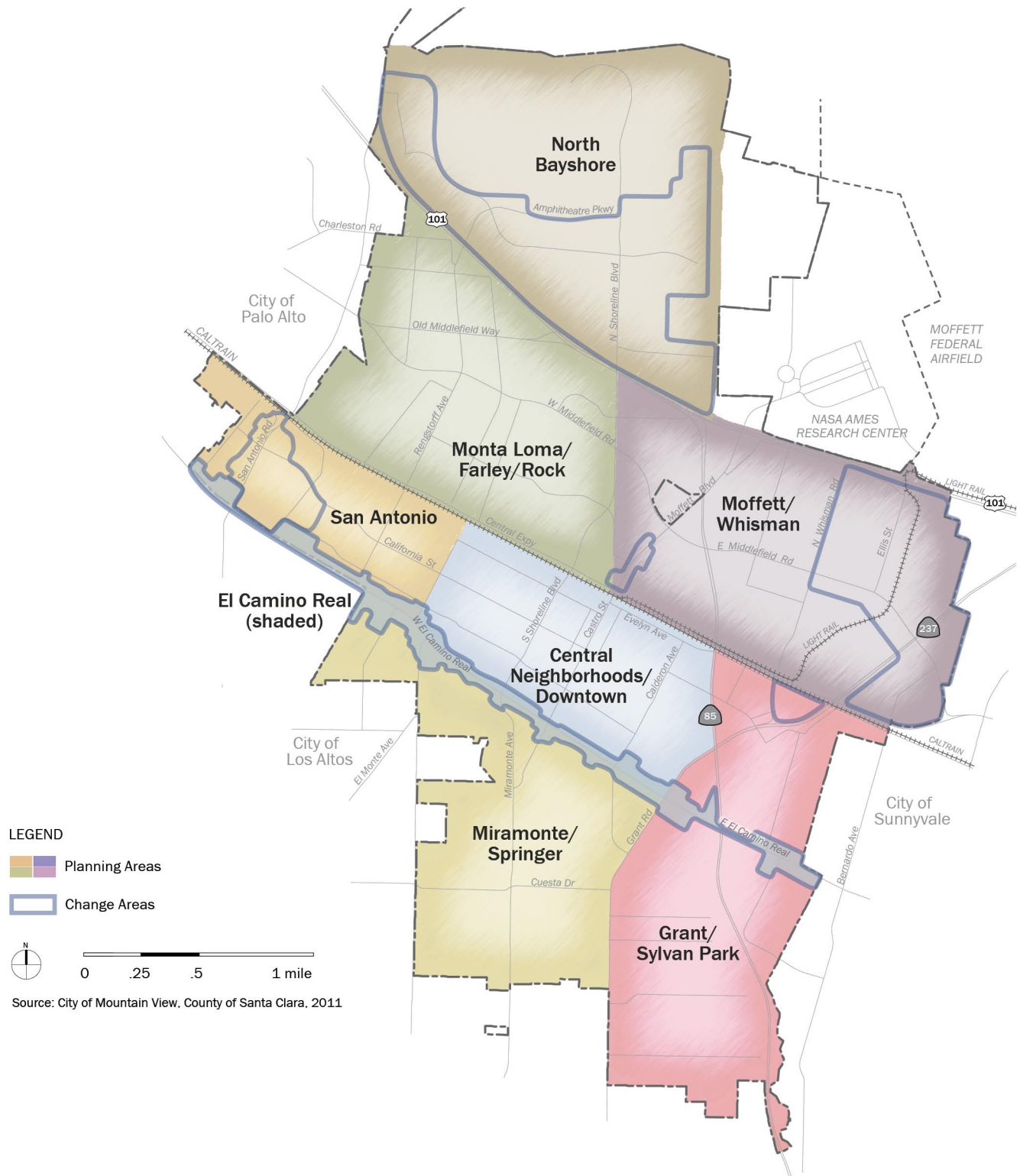
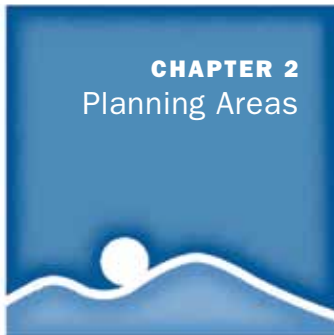


CHAPTER 2

Planning Areas

Figure 2.1: Planning Areas





The City of Mountain View is organized into several geographic areas called planning areas. During General Plan outreach meetings, residents and stakeholders discussed the assets, opportunities, challenges and overall vision for the areas. This input helped guide the development of policy, planning and design approaches for these areas of the city (Figure 2.1).

Different planning areas have conditions that may make it necessary to adjust how the General Plan is carried out in each area. While most of Mountain View's land uses and character will be preserved, some of the planning areas include community-identified change areas where land use change is targeted out to 2030.

This chapter presents a snapshot of the land use and character of each of the planning areas, including the major policy direction envisioned for each area. The Land Use and Design Element covers detailed policy direction to guide development citywide and specific information about each of the change areas.

The chapter is organized by area as follows:

- San Antonio (page 18)
- Moffett/Whisman (page 20)
- Central Neighborhoods/Downtown (page 22)
- Monta Loma/Farley/Rock (page 24)
- Miramonte/Springer (page 26)
- Grant/Sylvan Park (page 28)
- North Bayshore (page 30)
- El Camino Real (page 32)

San Antonio

Context

Located along Mountain View's western edge, the San Antonio Planning Area (Figure 2.2) is defined by its diverse mix of commercial and residential uses. Nearly half the overall area is composed of multi-family units, including transit-oriented development around the San Antonio Caltrain Station. Valley Transportation Authority (VTA) buses offer frequent transit service and connect to the area by California Street, Showers Drive and El Camino Real. The city's largest regional commercial shopping center, San Antonio Center, is centrally located within the planning area and is surrounded by small and medium-sized retail and commercial uses (Figure 2.3).

Looking Forward

The community envisions the San Antonio Planning Area as a transit-oriented, highly accessible and cohesive mixed-use district. Revitalization of the San Antonio Center will be an important step toward achieving this community vision by helping to establish a more sustainable development pattern at this prime location for residents and visitors.

Key policy direction for this area includes:

- *Expand community space.* Attractive open areas and landscaped paths will improve gathering spaces for residents and visitors and enhance ways of getting around without driving. The Hetch Hetchy right-of-way presents an opportunity to address open space and circulation needs.
 - *Revitalize San Antonio Center.* New development, refurbished buildings and other site improvements will revitalize the center with updated structures and site design features to achieve an improved mixed-use destination.
 - *Enhance the mix of uses.* New residential and commercial uses will help meet the needs of residents and visitors and support greater pedestrian activity. Housing in San Antonio Center and an enhanced mix of uses throughout the area will increase the economic and social vitality of this diverse area.
-
- *Improve accessibility.* A key improvement will be the creation of a more easily navigated and attractive transportation network. This network will support improved pedestrian safety and convenience, transit accessibility, bicycle amenities and community gathering spaces.

Figure 2.2: San Antonio Planning Area, 2009

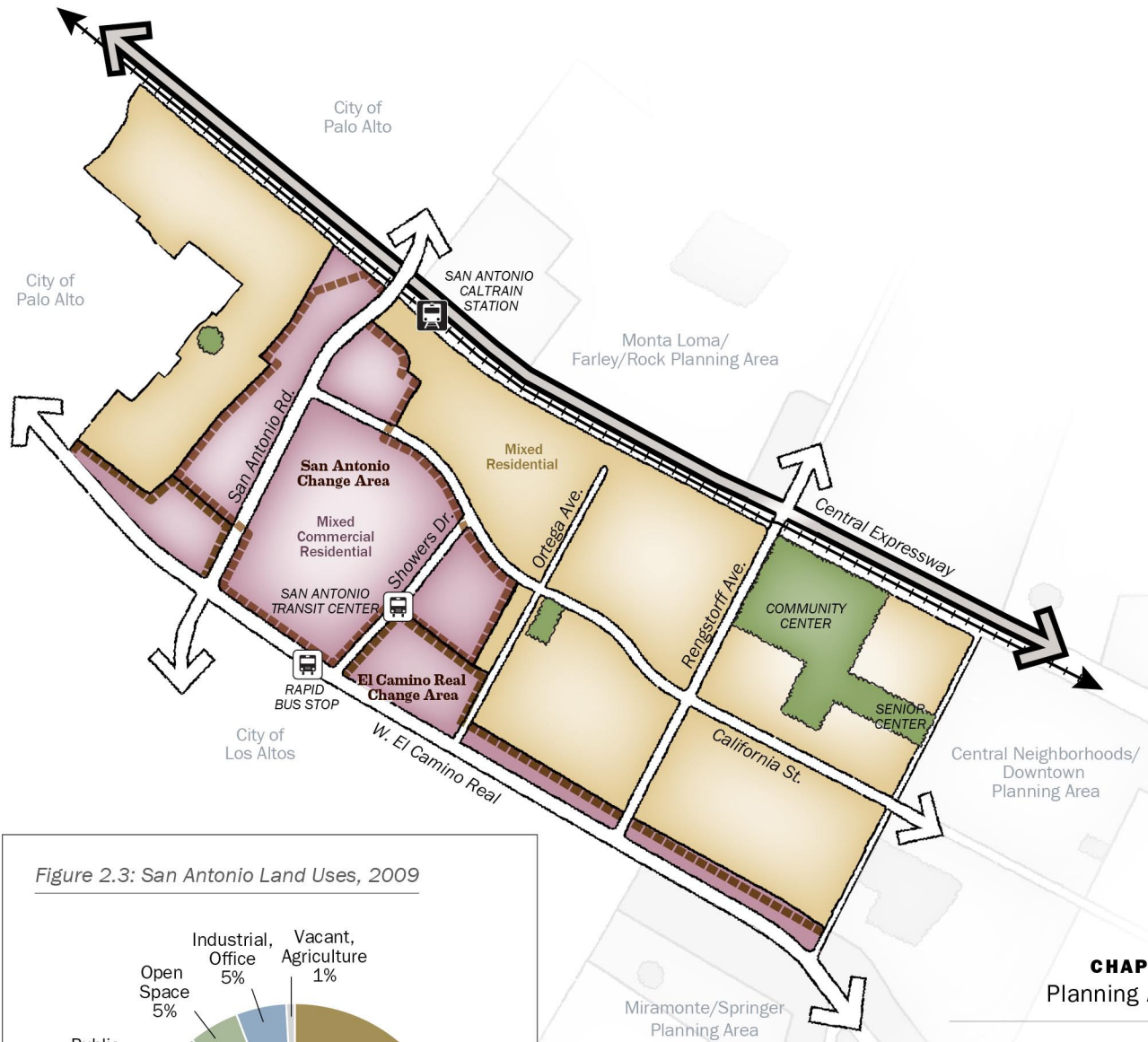
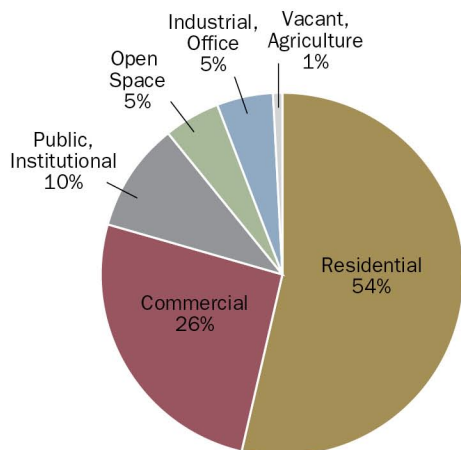


Figure 2.3: San Antonio Land Uses, 2009



Moffett/Whisman

Context

Located on the east side of Mountain View, the Moffett/Whisman Planning Area (Figure 2.4) is bounded and bisected by major roadways such as North Whisman Road, Highway 85 and North Shoreline Boulevard. Middlefield Road is a prominent east-west corridor through the area. The planning area contains a mix of general industrial, commercial and residential uses (Figure 2.5).

The planning area has several residential areas, including more recently developed or planned neighborhoods around the Whisman Light Rail Station. A sizable residential neighborhood is located immediately west of the East Whisman Change Area. Moffett/Whisman residential areas include a variety of housing intensities, parks, trails and neighborhood commercial uses.

The East Whisman Change Area includes a range of transit-oriented office and light industrial uses. It surrounds the VTA light rail corridor and is an important employment center with growth potential.

The Moffett Boulevard corridor includes a mix of neighborhood commercial, service and residential uses. The corridor extends to Highway 101 and includes a large, federally owned parcel at Moffett Boulevard and West Middlefield Road. The Moffett Boulevard Change Area, next to Downtown, features primarily commercial uses.

Looking Forward

New mixed-use and transit-oriented development will feature high-quality design and preserve adjacent residential character. Enhanced commercial and open space amenities will address the needs of residents and workers.

Key policy direction for this area includes:

- *Achieve sustainable development.* Area planning efforts and new development will achieve a mix of uses, incorporate sustainable features and create attractive, functional and accessible living and working environments.
- *Enhance mobility.* Mobility improvements will be coordinated with new development and other programs to support greater pedestrian, bicycle and transit use, particularly in transit-oriented locations. Streetscape improvements and pathways such as the Hetch Hetchy and Light Rail trails will enhance the pedestrian environment.
- *Develop community amenities.* Pedestrian-accessible retail services, workplace amenities and community facilities will support a diverse population of residents and workers. Open space resources will include trails as well as gathering places, such as community gardens, parks and plazas, to help create more complete neighborhoods.
- *Preserve neighborhood character.* Development will provide appropriate transitions to surrounding, lower-intensity residential areas.
- *Capitalize on location.* The East Whisman Change Area will leverage its proximity to transit to provide commercial and industrial growth in this important employment center. Redevelopment opportunities will also occur along Moffett Boulevard to extend the pedestrian character and mix of uses from Downtown into this gateway corridor.

Figure 2.4: Moffett/Whisman Planning Area, 2009

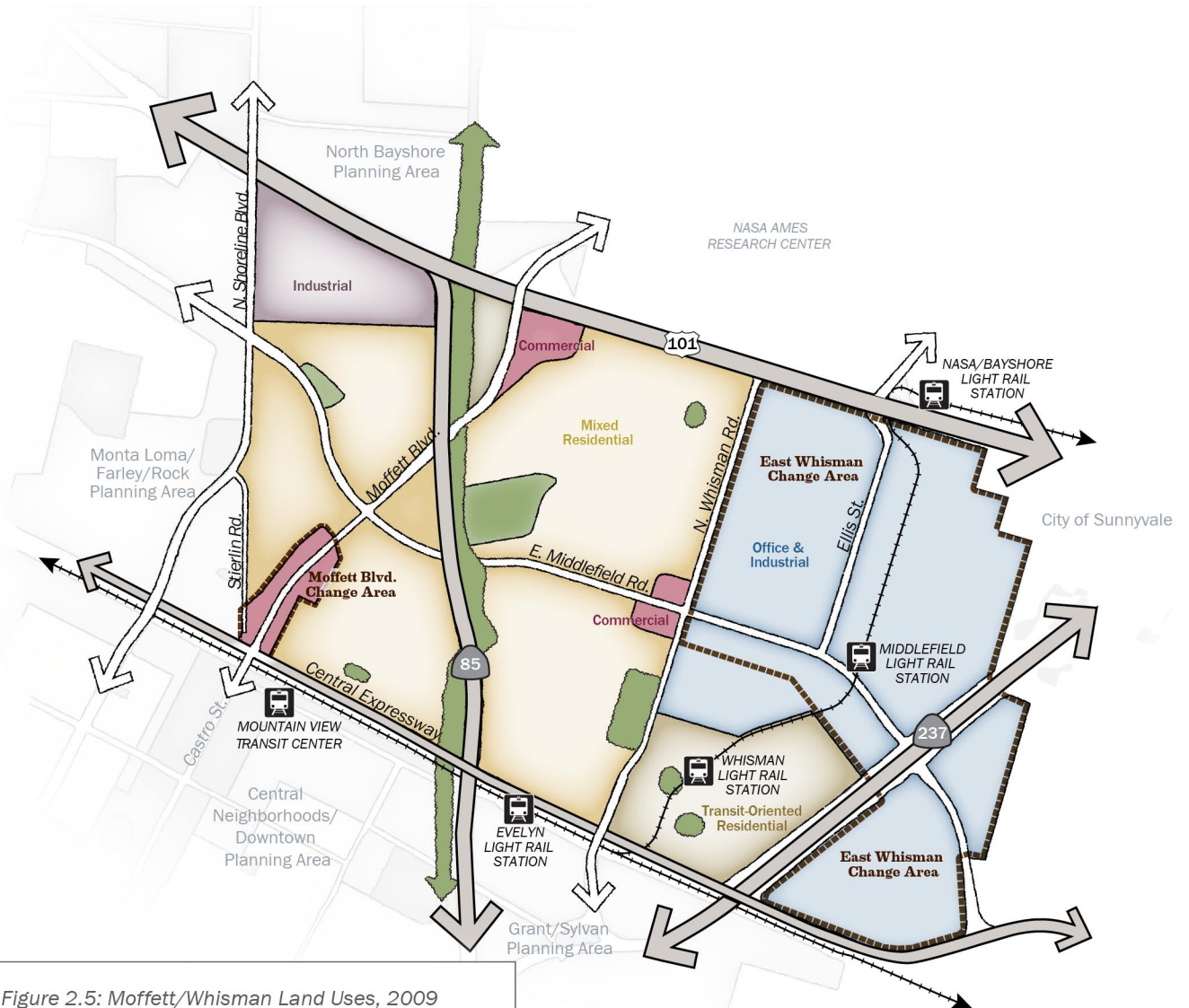
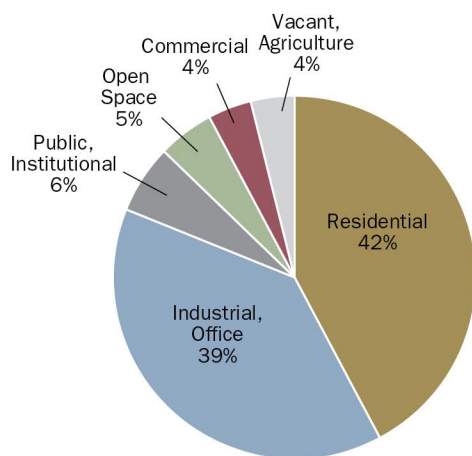


Figure 2.5: Moffett/Whisman Land Uses, 2009



Central Neighborhoods/ Downtown

Context

The Central Neighborhoods/Downtown Planning Area, called the Central Planning Area, surrounds Downtown and is the heart of Mountain View (Figure 2.6). Downtown contains a wide range of low- to high-intensity commercial and residential development in the blocks surrounding Castro Street, the city's "Main Street." This includes a variety of retail, commercial, cultural and civic services for residents, visitors and workers. Many of these uses also extend along West Evelyn Avenue and Villa Street, paralleling the commuter rail corridor. Low- and medium-intensity residential neighborhoods surround the Downtown core (Figure 2.7).

The Central Planning Area is bounded and served by several major roadways and transit corridors. Its residential land uses include some of Mountain View's oldest neighborhoods. A key feature of the area is the Mountain View Transit Center, which provides Caltrain and light rail commuter rail, bus and private shuttle services.

Looking Forward

With its lively, walkable, transit-oriented, mixed-use character, the Central Planning Area, particularly Downtown, reflects many of the community values embedded within General Plan strategies. The small-town feel of the surrounding neighborhoods is an enduring quality that will be preserved.

The Downtown will continue to attract a mix of uses that provides important goods and services. It will also remain an attractive location to live and work.

Land uses and their intensities are already established by the Downtown Precise Plan and surrounding zoning standards. Well-designed open space, diverse architecture, pedestrian-oriented streets and sites and major cultural and civic amenities will continue to sustain a vital, mixed-use district for residents, workers and visitors.

Key policy direction for this area includes:

- *Enhance small-town character.* New commercial and residential uses and development will enhance amenities while respecting the scale of surrounding lower-density residential neighborhoods. Streetscape design will play an important role in creating a comfortable and attractive pedestrian experience.
- *Connect the community.* The area is well served by transit services and major roadways. However, these features also act as barriers to pedestrians and bicyclists. Strategies will support transit access and improve connectivity, particularly through pedestrian and bicycle enhancements.
- *Develop around transit.* New development will be designed around existing and planned transit facilities. Development near El Camino Real will become more transit-oriented as transit service is enhanced and redevelopment occurs along this corridor.

Figure 2.6: Central Neighborhoods/Downtown Planning Area, 2009

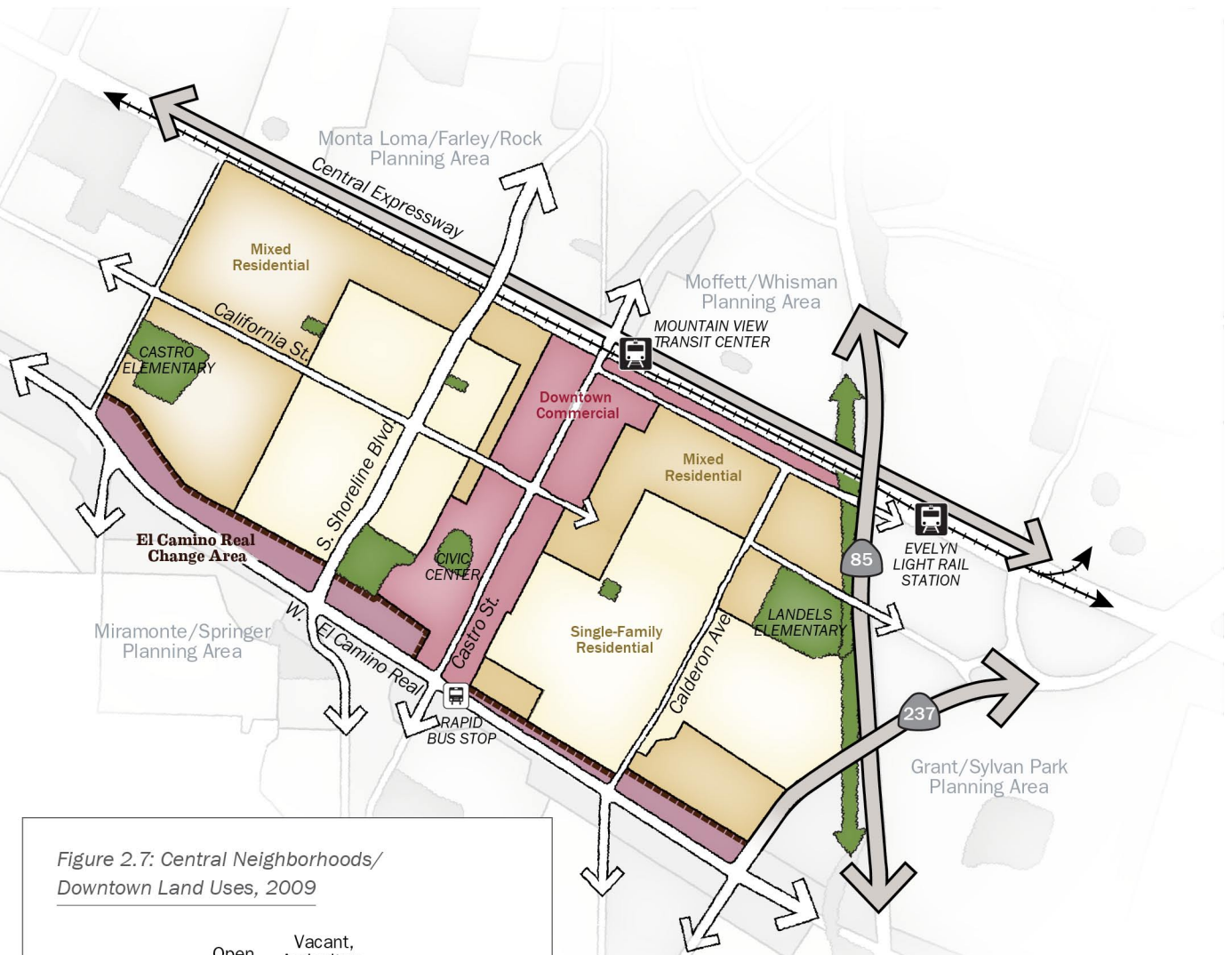
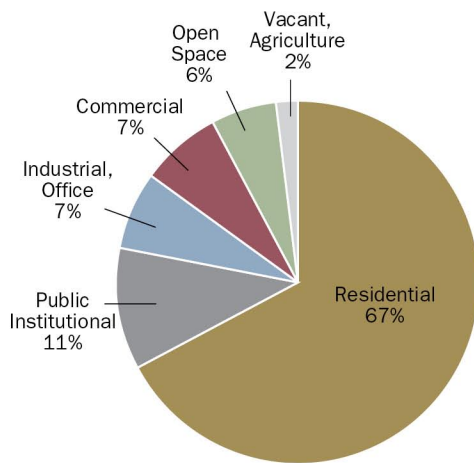


Figure 2.7: Central Neighborhoods/
Downtown Land Uses, 2009



Monta Loma/Farley/Rock

Context

Located north and east of the San Antonio Planning Area, the Monta Loma/Farley/Rock Planning Area, called the Monta Loma Planning Area, is composed of a mix of different land uses including commercial, single-family and multi-family residential, industrial, office, public facilities and parks (Figure 2.8). Old Middlefield Way is a key location with service commercial uses such as automobile repair and light manufacturing. The planning area features established single-family and multi-family residential neighborhoods, neighborhood shopping centers and commercial corridors along Old Middlefield Way and Charleston Road (Figure 2.9).

Looking Forward

The Monta Loma Planning Area will retain the distinctive character of its residential neighborhoods. At the same time, it will become more complete through revitalization of shopping centers and underused commercial parcels to provide opportunities for new commercial goods and services. A principal strategy is to provide a wider range of retail and commercial services in mixed-use and commercial centers accessible to the neighborhood.

Key policy direction for this area includes:

- *Encourage new service uses.* The area will support enhanced services within neighborhood shopping centers and other retail areas. It will also include new commercial uses on underused sites.
- *Protect the service commercial zone.* The Old Middlefield Way corridor is one of the few locations remaining in the city for service commercial uses such as auto repair and light manufacturing. The General Plan calls for protecting these important service commercial uses.
- *Connect the neighborhood.* Improved pedestrian and bicycle connections will knit together new and existing development to create a more cohesive neighborhood with safe and attractive connections to parks, open space and commercial uses. Streetscape improvements will occur along key corridors on public and private property through new development and public improvements.

Figure 2.8: Monta Loma/Farley/Rock Planning Area, 2009

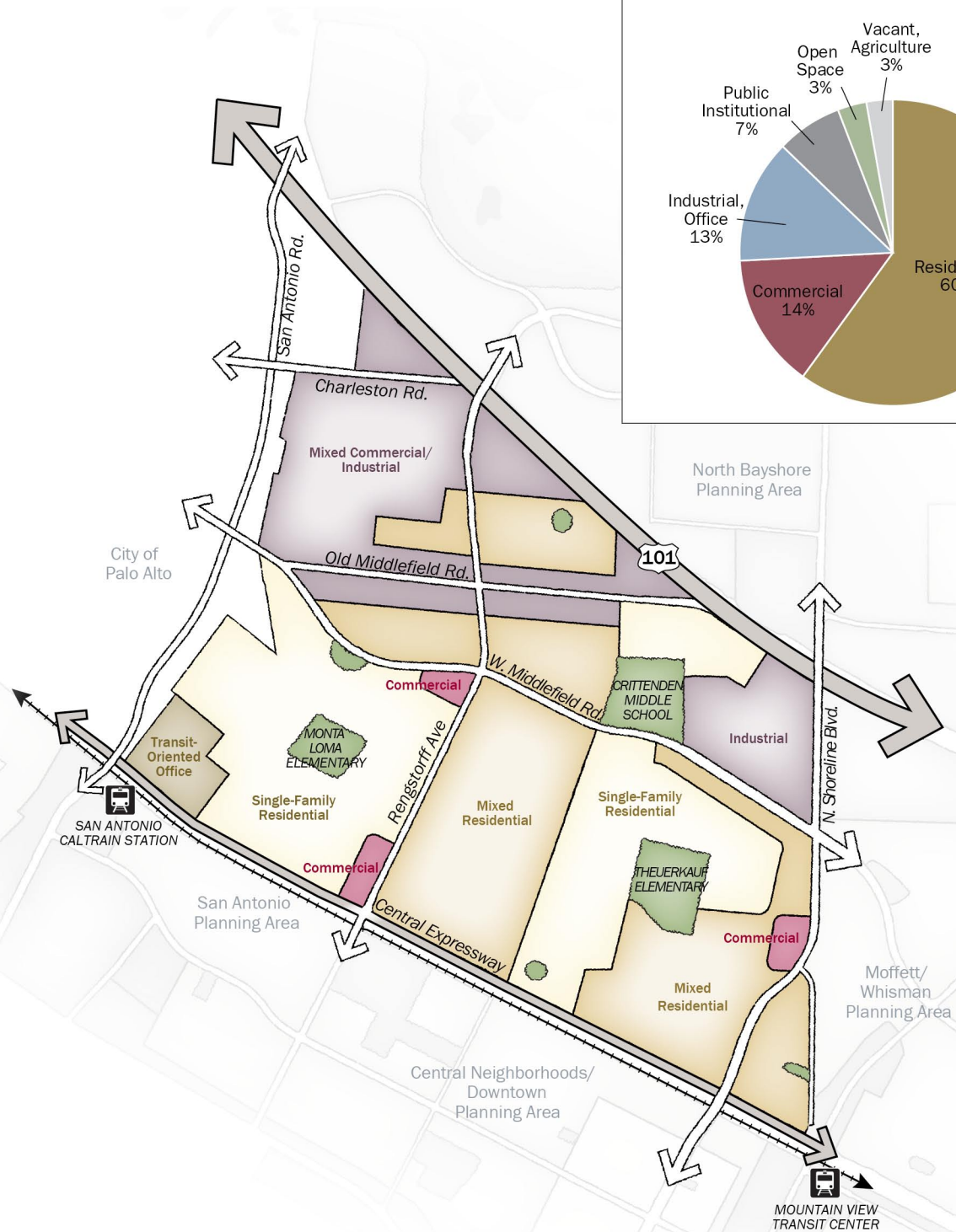
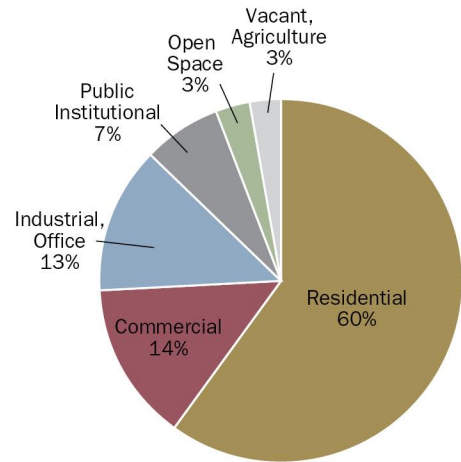


Figure 2.9: Monta Loma/Farley/Rock Land Uses, 2009



Miramonte/Springer

Context

The city's southwest corner, the Miramonte/Springer Planning Area (Figure 2.10), is predominantly composed of single-family housing. The area also includes neighborhood and regional commercial shopping centers as well as medium-density residential land uses clustered on the north side. Higher-intensity residential uses border the mixed-use corridor along the south side of El Camino Real. El Camino Hospital as well as several parks and schools are located here (Figure 2.11).

Looking Forward

The lower-intensity residential character will continue to be a defining attribute for the area. The Miramonte/Springer Planning Area and the greater Mountain View community have embraced the concept of village centers. These are envisioned as mixed-use commercial centers within walking distance of residences, and with improved pedestrian and bicycle connectivity to the rest of the city.

Key policy direction for this area includes:

- *Preserve neighborhood character.* While significant land area is devoted to commercial services, schools, parks and El Camino Hospital, the defining uses of the area are its lower-intensity residential neighborhoods and its tree-lined, landscaped character. The General Plan supports preservation of this character.
- *Enhance village centers.* One key opportunity for change in the area will be improving pedestrian and bicycle accessibility to village centers and commercial services. Centers such as Grant Road Plaza may also feature higher-intensity mixed-use development.
- *Improve connections.* Roads will be enhanced to improve bicycle and pedestrian connections. These types of connections to neighborhood commercial goods and services, schools, open space and to other neighborhoods are particularly important. Improvements will make it safer to walk or ride a bicycle and will add traffic-calming benefits.

Figure 2.10: Miramonte/Springer Planning Area, 2009

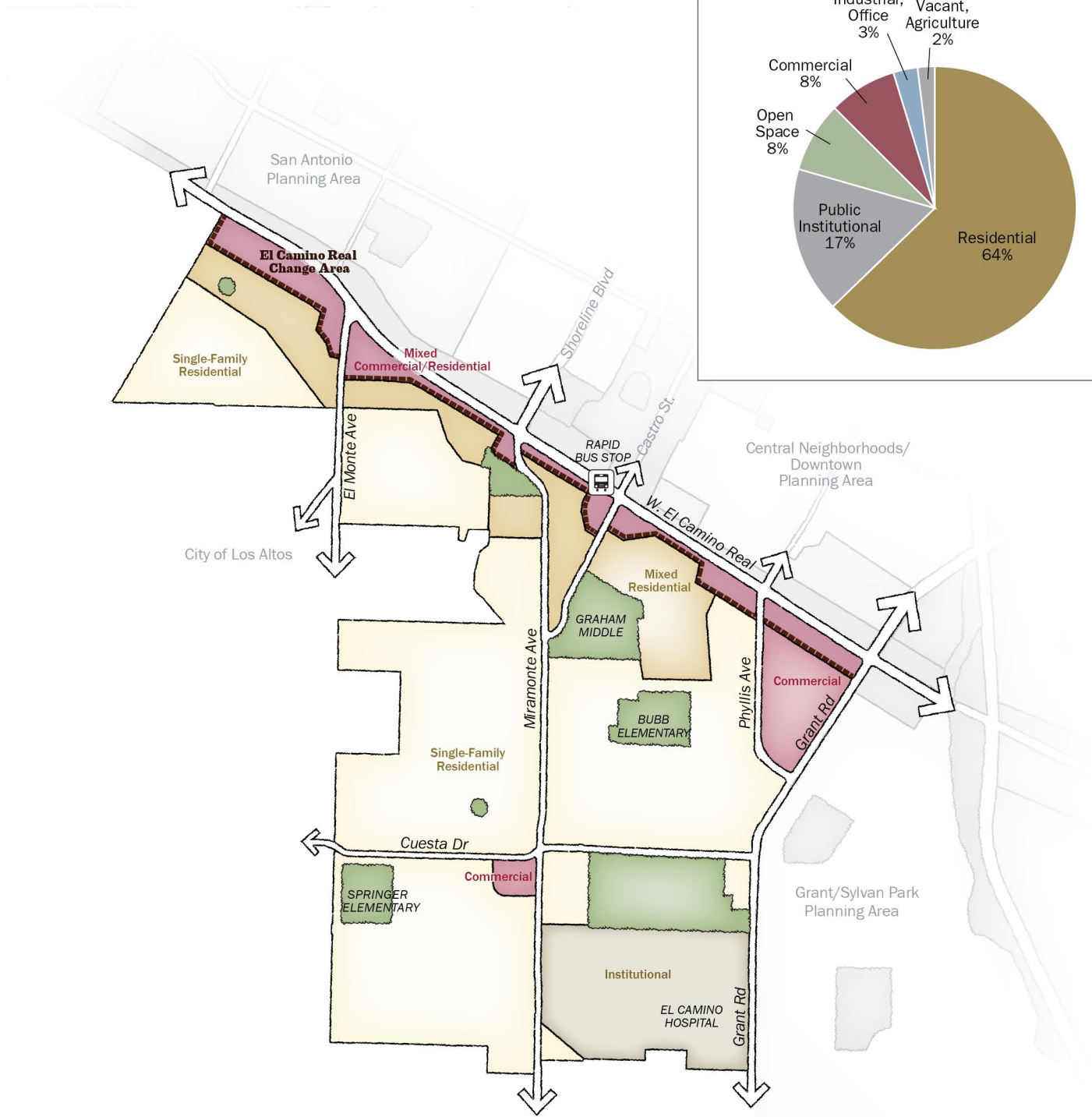
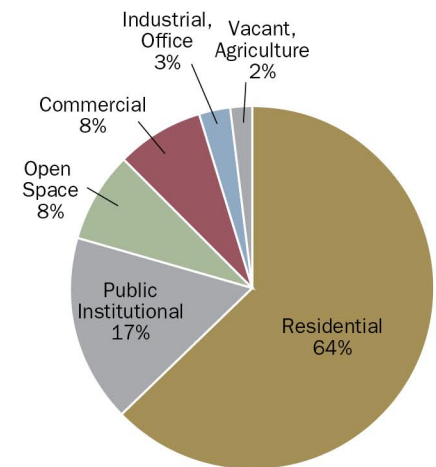


Figure 2.11: Miramonte/Springer Land Uses, 2009



Grant/Sylvan Park

Context

Located in Mountain View's southeast corner, the Grant/Sylvan Park Planning Area (Figure 2.12) is predominantly composed of single-family residences. Higher-intensity residential land uses are primarily located to the east and north ends of the area. The areas around El Camino Real include a mix of retail and service commercial, light industrial, office and mobile home park uses. There are also parks and schools as well as open space along Stevens Creek (Figure 2.13).

Looking Forward

The Grant/Sylvan Park Planning Area will continue to be primarily defined by its suburban low-density residential character, with special focus on improving connectivity to services and community amenities.

Key policy direction for this area includes:

- *Preserve neighborhood character.*
The character of this area will remain largely lower-intensity residential. The most significant change will include enhanced commercial uses, community gathering spaces and residential uses with pedestrian and bicycling improvements.
- *Improve access and services.*
Commercial locations within and next to this area will offer a wide range of uses to accommodate residents' needs, including higher-intensity mixed-use development in some nearby neighborhoods. Roadway improvements will include safe and convenient bicycle and pedestrian connections, particularly for access to commercial services, schools, open space, transit and trails.

Figure 2.12: Grant/Sylvan Park Planning Area, 2009

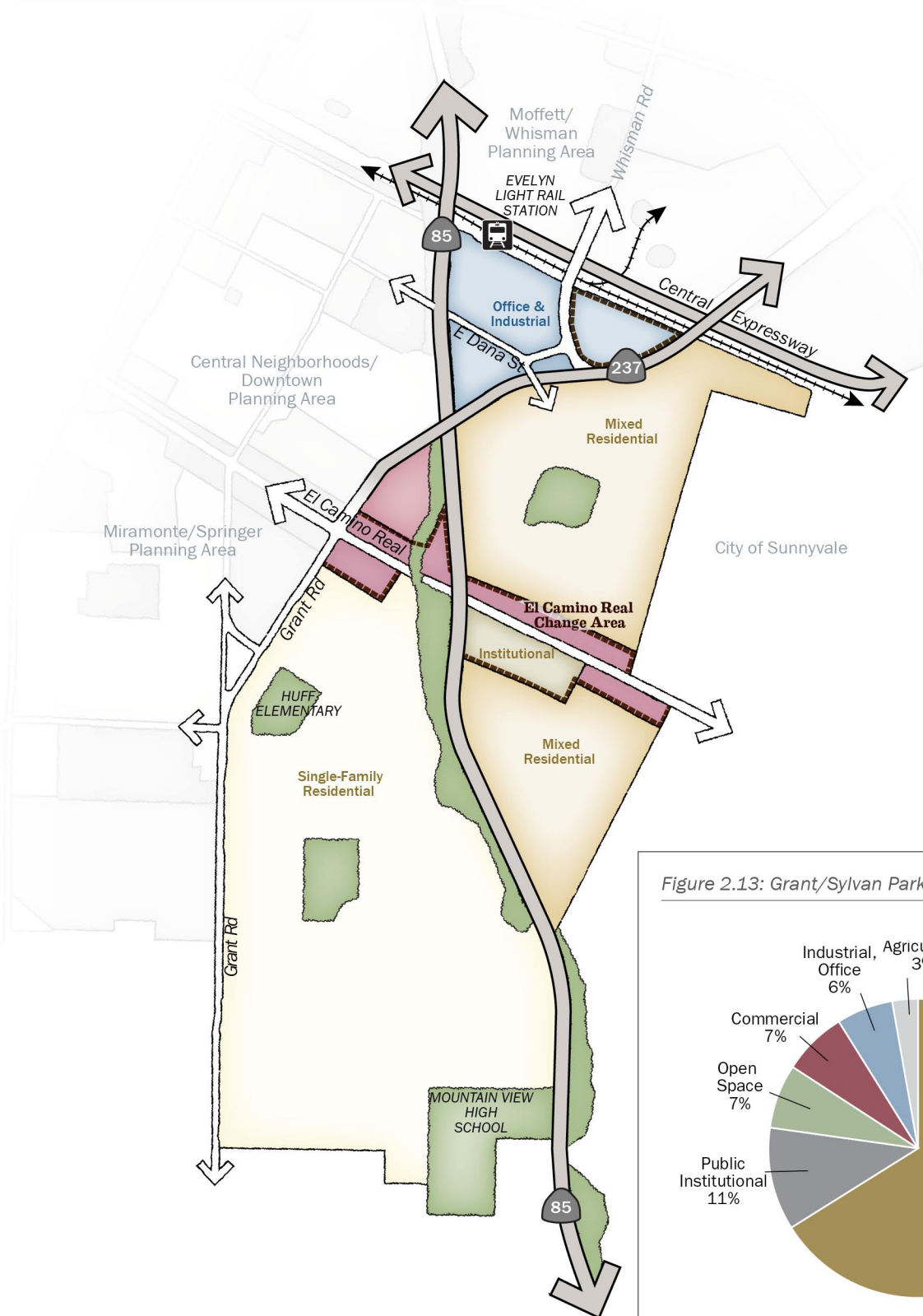
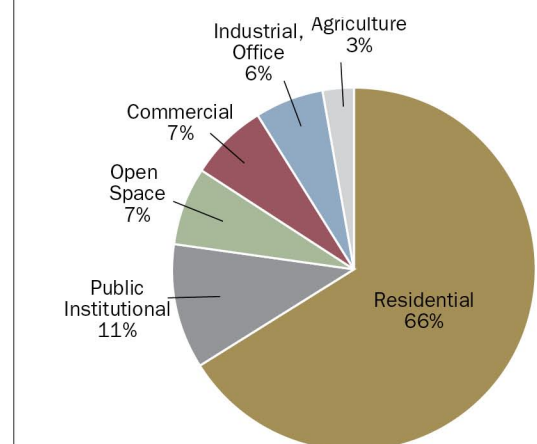


Figure 2.13: Grant/Sylvan Park Land Uses, 2009



North Bayshore

Context

At the city's northern boundary between Highway 101 and San Francisco Bay, the North Bayshore Planning Area (Figure 2.14) is largely defined by its open space resources, high-technology office campuses and suburban-style office parks. The major freeway barrier separates it from the rest of the city. The area is an important employment center for the city and the region. Parks and open spaces, including Shoreline at Mountain View Regional Park, make the area uniquely attractive to visitors and businesses. Some commercial uses, including cafes and restaurants, are located in this area and provide services for nearby workers. The Shoreline Amphitheatre and the movie theater are entertainment destinations for residents, visitors and workers. There is limited residential use, including a large mobile home park and several single-family residences (Figure 2.15).

Looking Forward

The North Bayshore Planning Area is envisioned to become a model for a highly sustainable mixed-use campus environment with a focus on improved transportation options.

The North Bayshore Planning Area boundaries are very similar to the North Bayshore Change Area boundaries. Refer to the North Bayshore Change Area section within the Land Use and Design Element for more detailed vision and policy direction for this area.

Figure 2.14: North Bayshore Planning Area, 2009

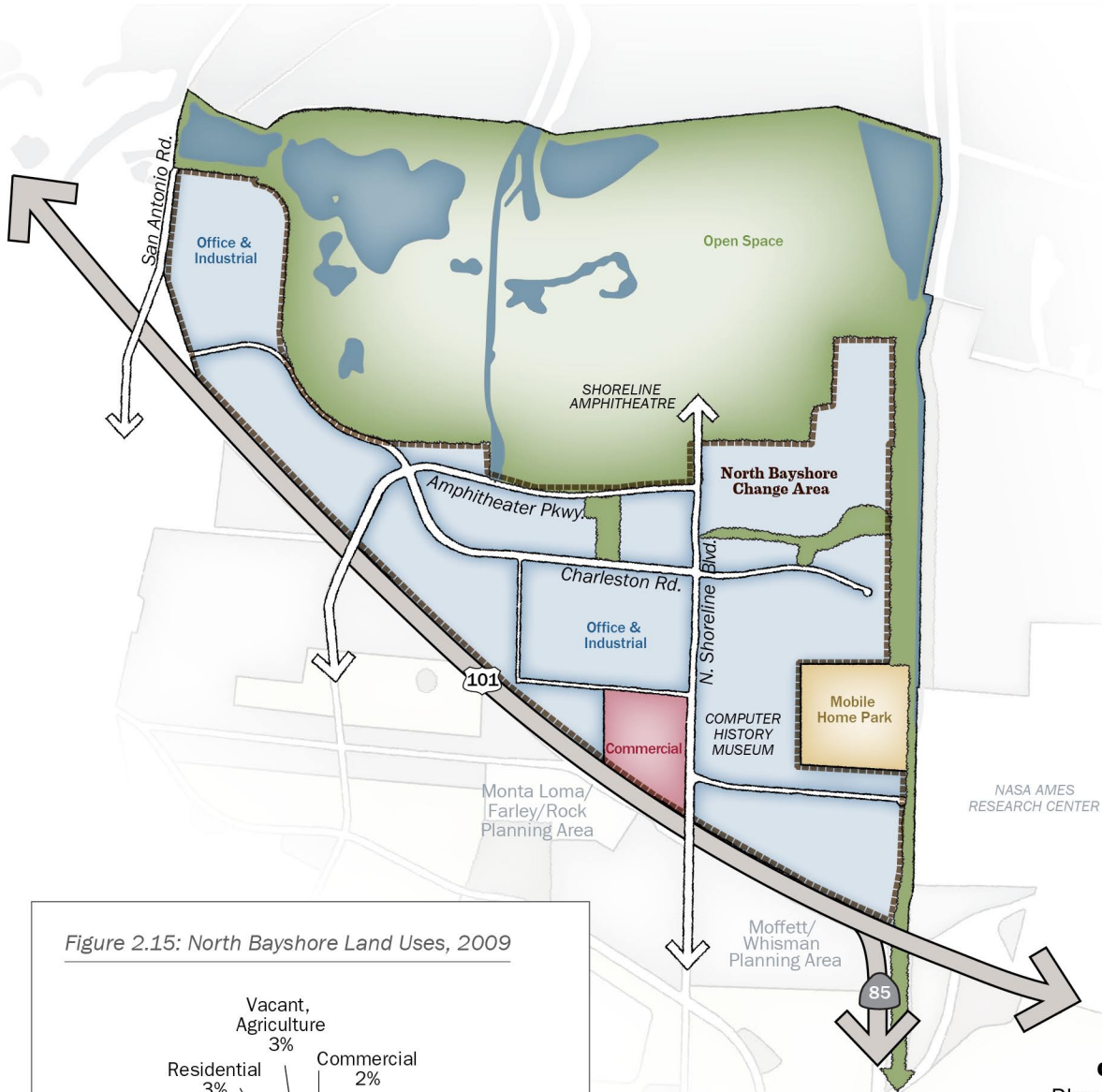
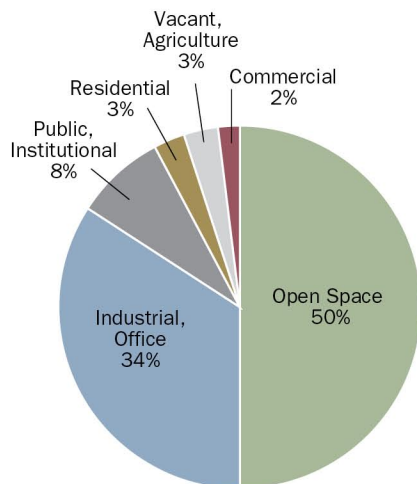


Figure 2.15: North Bayshore Land Uses, 2009



El Camino Real

Context

El Camino Real carves an east-west path through the middle of Mountain View. Its character (Figure 2.16) is heavily influenced by its historic use as a major automotive arterial. The area includes low-intensity and medium-intensity retail and commercial uses with some multi-family residential uses, including a mobile home park. Strip shopping centers and medical services are also located throughout the corridor, along with hotels and motels. There are many underused and vacant properties, although there is newer development in some limited locations. Several sections of the corridor are next to lower-intensity residential areas (Figure 2.17). El Camino Real is an asset as an arterial for vehicles and transit, but its multiple lanes and heavy traffic are a barrier to improving connections between neighborhoods.



Looking Forward

El Camino Real is envisioned as a revitalized boulevard that connects rather than divides the city, and as an attractive place to live, work and visit.

The corridor is a change area that interfaces with four different planning areas. While it is connected to adjacent neighborhoods, El Camino Real has its own distinct characteristics that make it essential to plan it primarily as a corridor. Refer to the El Camino Real Change Area section within the Land Use and Design Element for more detailed vision and policy direction for this area.

Figure 2.16: El Camino Real Planning Area, 2009

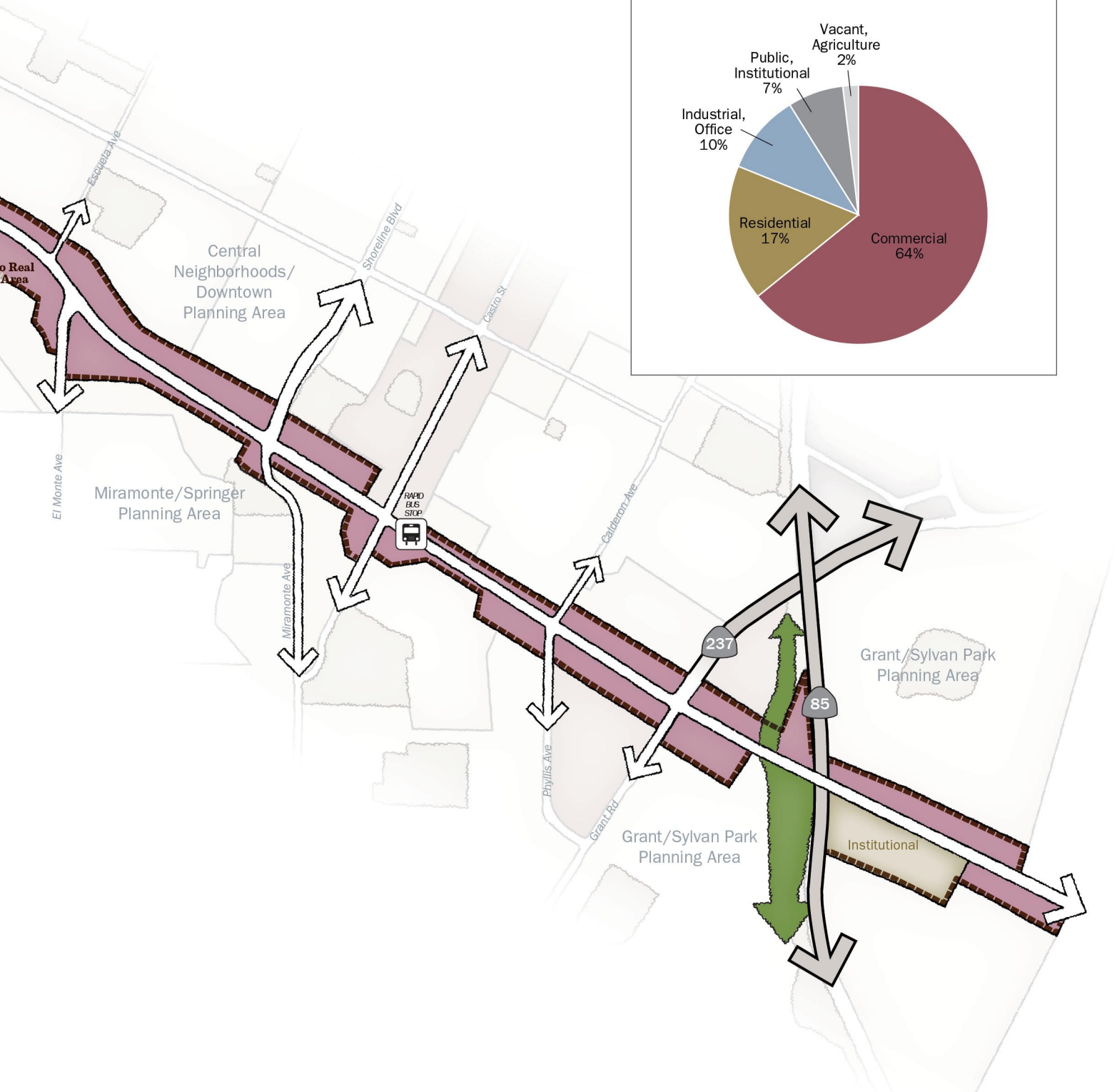


Figure 2.17: El Camino Real Land Uses, 2009

